



*Rejuvenate Your Health
Revitalize your Life*

The Ayurveda Retreat

The Ayurveda Retreat

Agenda

- Introduction
- Business Model
- Services Provided
- Layout
- Cost and Revenue Criteria
- Cost Basis at Launch
- Cost Basis for First Three Years
- Risks and Mitigation
- Branding
- Q and A

The Ayurveda Retreat

About Us

- Adarsh Shah: Ayurvedic Wellness Counselor

What are we doing?

- Providing a unique blend of Mind and Body centric Ayurvedic detox services
- Implementing sustainable solutions for optimized use of water and energy
- Creating an organic growth environment for Ayurvedic herbs and Cattle
- Creating a brand that is scalable and replicable

Why are we doing?

- Mind and Body are in a state of distress and need healing, balance and harmony
- Environmental resources are being abused. An awareness for respect and preservation of these resources for current and future generations is paramount
- Lead and set an example of a sustainable business model that is holistic in approach, state of the art in execution and friendly to the environment

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Business Model

| Key Partners | Key Activities | Value Proposition | Relationships | Customer Segments |
|--|---|--|-----------------------------------|---|
| Investment Partners | Mind and body Detox Services & Products | Art of Living Healthy | Free Tour of Setup and Operations | People visiting doctors for common disorders |
| Technology Vendors | Grow Ayurvedic Herbs and Raise Cattle | Minimum 7 days Holistic Cleansing of Toxins in Mind & Body | Customer Testimonial on Website | People with active and healthy lifestyle |
| Wholesale Manufacturers | Build a Website | Alternative to Pharmaceutical drugs | Social Networks | People in occupations dealing with hazardous substances |
| Local Farmers | Sell Farm Products - Raw and finished | Money well spent | Farmers Markets | People looking for a no-drug alternative to cleanse mind and body |
| | Key Resources | | Channels | |
| | In-house Lodging and Boarding | | Google | |
| | Collaboration with key vendors | | Social Networks | |
| | Scheduled Detox Services | | Website | |
| | Website | | Green Showcase Events | |
| Cost Structure | | Revenue Streams | | |
| Business Property Purchase and Expansion | | Sign-ups on website or after free tour of setup / operations | | |
| In-house Lodging and Boarding | | Package Deals / Offerings for New and Existing Customers | | |
| Farming Infrastructure | | Farming Operations | | |

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Services Provided

Package Details

Entry / Exit
Ayurvedic
Health
Assessment



View Detox Packages

7 Days



Check-in
and
Registration



Health / Activity
Tracker



Ayurvedic
Meals and
Drinks



Detox
Services



Yoga and
Meditation



Recreation



Post
Cleansing
Startup Kit



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Layout

| # | Structure | Component |
|---|--|---|
| 1 | Agriculture Set Aside | <ul style="list-style-type: none">• Ayurvedic Herbs• Apiary• Designated Green Area, Wetland, Raingardens and Community Gardens• Cattle Grazing |
| 2 | Open Space | <ul style="list-style-type: none">• Trails – Walking and Biking• Private Events, Annual Fair and Seasonal Concerts |
| 3 | Dwelling / Operations Units | <ul style="list-style-type: none">• Front Desk and Staff Quarters• Lodging Pods• Activity Zone (Yoga and Meditation)• Detox Zone (Massage and Steam)• Herb Zone (Vertical Farming and Processing)• Cattle Zone (Housing, Urine, Dung, Dairy and Value Added Products)• Potable and Non-Potable Water System, Rainwater Collection System, Waste water and Solid Waste Management System |
| 4 | Water and Energy Infrastructure | <ul style="list-style-type: none">• Solar PV and Hot Water Systems• Biodigester |
| 5 | Essential Infrastructure | <ul style="list-style-type: none">• Parking• Security |

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Cost and Revenue Criteria

Cost Criteria

| Cost Factors | Measure | Amount |
|------------------------------|---------------------------------|------------|
| Property Value | Land + Buildings | XXX,XXX.XX |
| Property Tax | % of Property Value + Additions | 0.0XX % |
| Dwelling Unit (DU) | Per DU | XX,XXX.XX |
| Linen Products | Per DU | XXX.XX |
| Meals / Drinks | Person/day | XX |
| Utilities | Person/day | XX |
| Detox Products | Person/day | XX |
| Staff - Kitchen/HouseKeeping | Person/Year | XX,XXX.XX |

Revenue Criteria

| | | Occupancy Rate (Dwelling Units) | | | |
|--------------------|--------|------------------------------------|-----|-----|-------------|
| Dwelling Operation | | | | | Daily Rate |
| Units | Year | 40% | 70% | 90% | \$ / Person |
| 15 | Year 1 | 6 | | | XXX.XX |
| 30 | Year 2 | 12 | 21 | | XXX.XX |
| 50 | Year 3 | | 35 | 45 | XXX.XX |

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At Launch

Building Infrastructure

- Land / Property
- Dwelling Units Phase I
- Staff Quarters / Front Desk
- Commercial Kitchen Zone
- Staff Laundry Zone

Detox Infrastructure / Services

- Health / Activity Tracker
- Detox Steam Rooms Phase I
- Yoga / Meditation Zone
- Ayurvedic Detox Products

Green Landscaping

- Outdoor Activity Green Zone
- Trails – Walking and Biking
- Greenhouse Structure Phase I
- Parking Infrastructure Phase I
- Landscape – O & M

Water–Energy Infrastructure

- Rainwater Collection Phase I
- Water Recycling Phase I
- Biodigester Phase I
- Solar PV / Hot Water Phase I

Software and Electronics

- Basic Website
- ✓ Reservation / Payment
- ✓ Client Detox Status Tracker
- Computers / Networking / Wifi
- Audio / Video / Security / Lighting Phase I
- Customer Reservation Software
- Farm Planning Software

Farming

- Analyze and Prepare Land for Cultivation Phase I
- Compost Infrastructure Phase I
- ✓ Greens and Browns
- Basic Tools & Equipment Phase I

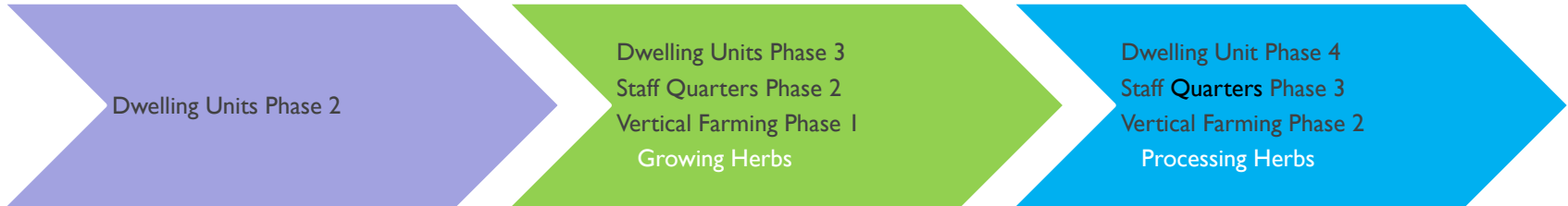
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12 Months

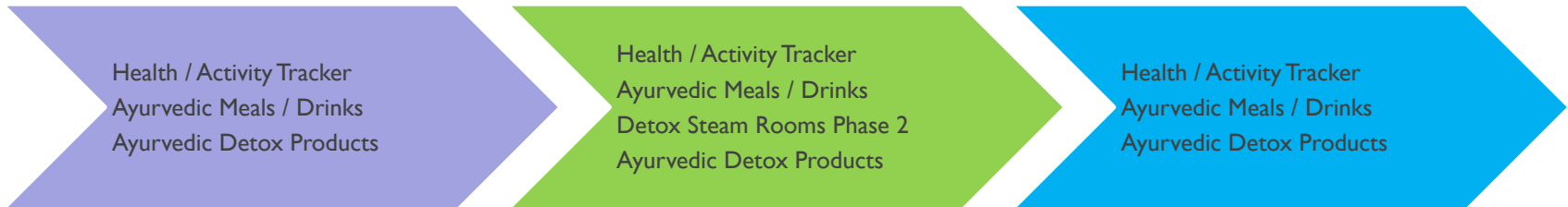
24 Months 36

Months

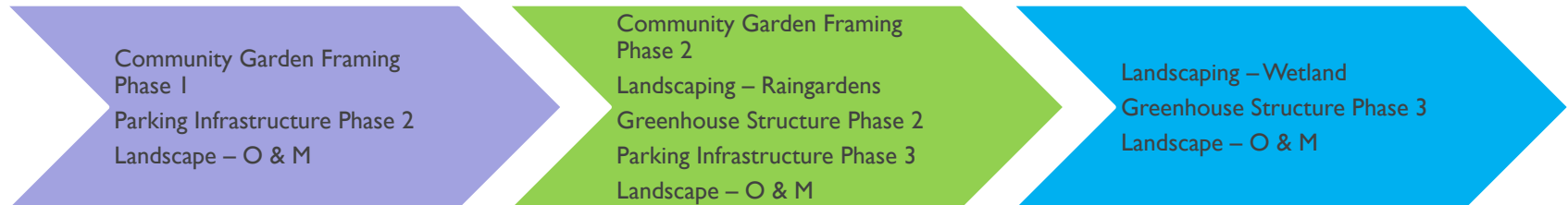
Building Infrastructure



Detox Infrastructure / Services



Green Landscaping



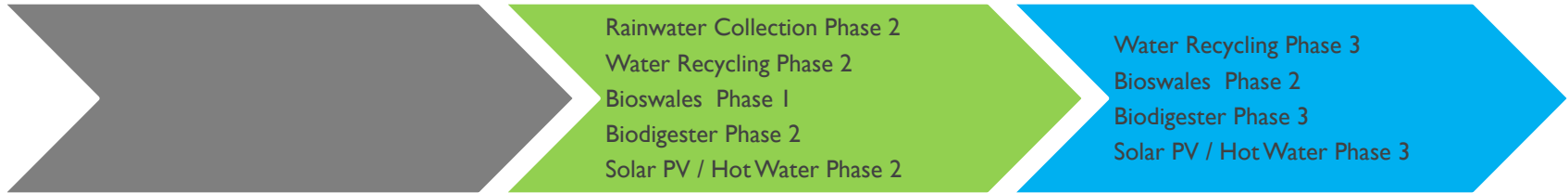
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12 Months

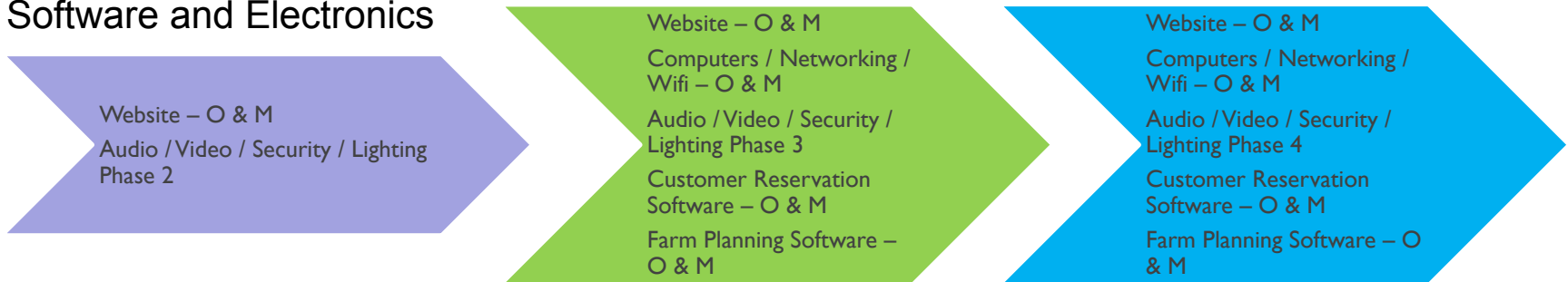
24 Months 36

Months

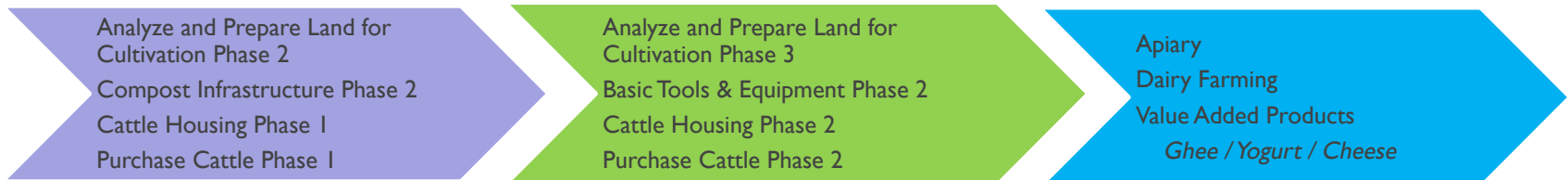
Water / Energy Infrastructure



Software and Electronics



Farming



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Risks

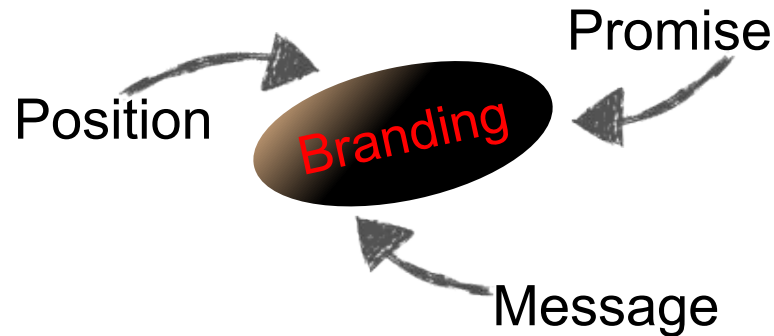
1. Cost per day may be perceived too high and impact the expected occupancy rates
2. Business investment is sought for the launch and first three years of operations to reach its potential. Reasonable ROI may be realized closer to the end of the third year. Investors / Partners may decide to withdraw their principal investment within these three years. This will impact business operations and growth
3. Delays in expected readiness of business amenities, services, infrastructure and availability of staff at launch will impact first year revenue and cascade to subsequent years
4. Health concerns associated with vegetarian and Ayurvedic detox process arisen due to incorrect data, misunderstanding of the process and / or disinformation, may affect outlook of potential customers
5. Managing high expectations of customers. Negative customer feedback may affect business especially when discussed in social media
6. Issues with one or more business amenities, services, infrastructure and staff may impact daily business operations

Mitigation

1. A robust and targeted marketing campaign will be executed to attract upper middle class to high-end customers
2. Committed Investors / Partners will need to understand and adhere to the concept of an Ayurvedic Detox Retreat being a scalable and replicable business model, not a one time investment in the business. Brand of the business will be its greatest ROI
3. Structured planning of project implementation will be managed by various professionals who'll be made accountable for their deliverables
4. Customers will sign an Ayurvedic detox process terms and conditions agreement before beginning their selected detox package process
5. Potential customers will be invited for a free tour of the facility and operations to educate and familiarize themselves with the vegetarian and Ayurvedic detox process
6. Business Public Relations staff will monitor business website and social media to handle responses to customer feedback and manage any negative impact on business
7. Facilities Maintenance Contract will be engaged to resolve daily business operational issues

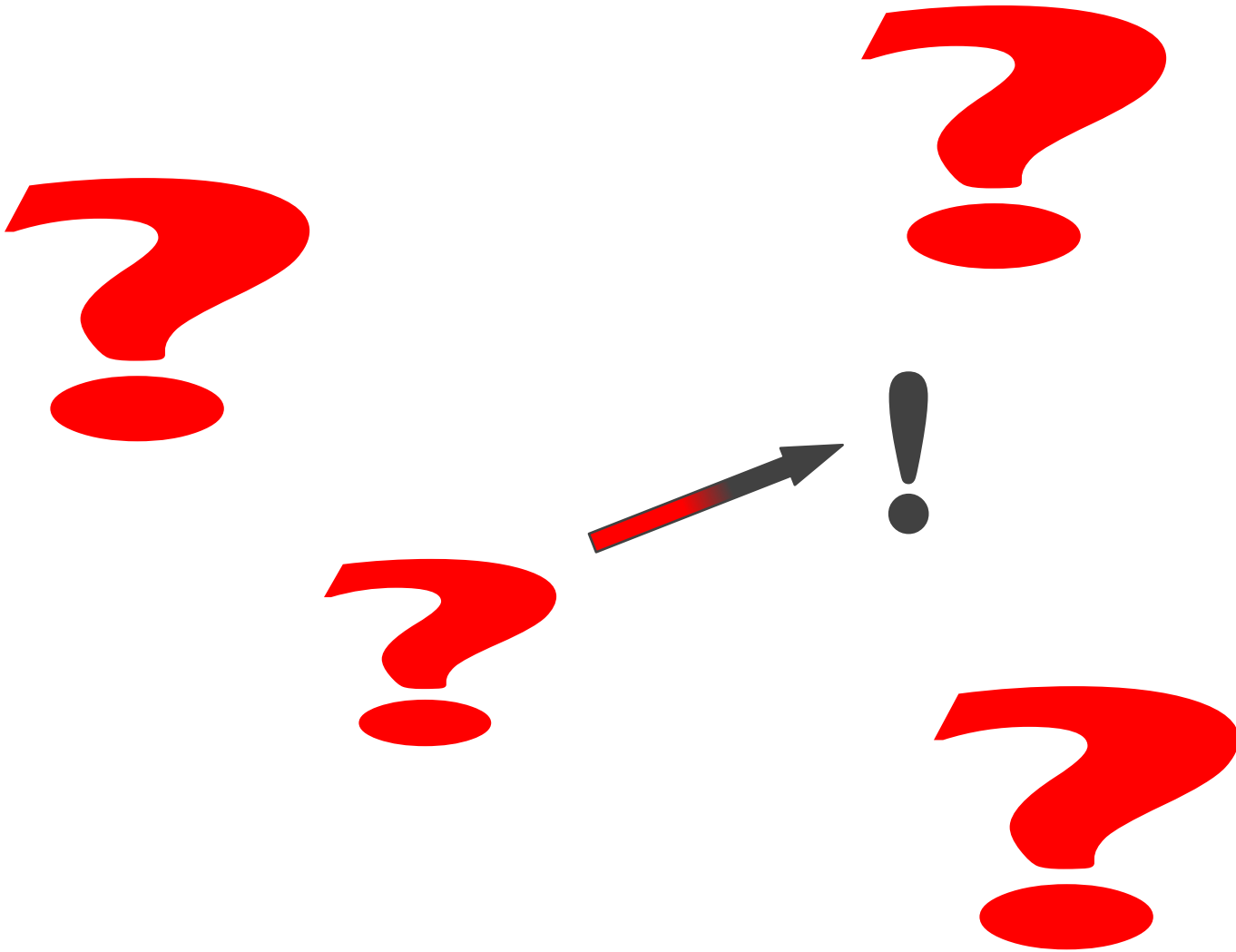
Branding

Vision: Healing mind and body; Returning to nature for help and inspiration



1. **Position – Holistic, Vegetarian and Ayurvedic**
2. **Promise – Rejuvenate your health and Revitalize your life**
3. **Message**
 - **Safe consumption of basic needs – Enjoy clean air, water and organically grown food**
 - **Resource efficiency – Optimize use of water, energy and infrastructure**
 - **Reliable economics – Employ locally, grow locally, service globally**
 - **Stewardship – Respect flora and fauna**

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